



## MAY 2025 RECYCLING PROGRAM UPDATE

### MONTHLY OUTREACH TOPICS



#### Celebrating International Compost Awareness Week!

ICAW is an initiative by the Compost Research & Education Foundation and is celebrated during the first full week of May with the goal of raising public awareness about the benefits of making and using compost. This year's theme is "Sustainable Communities Begin With Compost."

The 2025 theme was chosen with the goal of highlighting composting in all kinds of communities at any scale – from the backyard home composter to community composters, to large-scale facilities to all those who recognize the many benefits of using compost on our soils. From skyscrapers to farmlands, composting is an essential element in developing a sustainable resources management plan for any community. Composting empowers communities to manage their own waste, create job opportunities and support healthy soils with locally made compost. Composting is an action everyone can participate in, no matter the size of your home, garden, or community!

### MEDIA ANNOUNCEMENTS

FACEBOOK 1,508 FOLLOWERS 20,260 PAGE VIEWS	INSTAGRAM 1,395 FOLLOWERS 5,406 VIEWS	MAILCHIMP 5,290 SUBSCRIBERS	YOUTUBE 156 VIEWS / 1.3 HRS
SOCIAL MEDIA			
	<ul style="list-style-type: none"> <li>• MCR Volunteer Recruitment</li> <li>• UCRRA Celebrates ICAW - spotlight the Library Partnerships</li> <li>• How to Compost in Ulster County</li> <li>• Benefits and Uses of Compost (UCRRA Compost promo)</li> <li>• Quotes: Sustainable Communities Start With Compost</li> <li>• Recycling Tip Tuesday - Tues. May 27th Rachel Carson's Birthday</li> <li>• Promo for UCRRA'S Eco Friendly Home Class</li> </ul>		

## **RADIO**

### **Electronics Recycling (15 sec)**

Did you know Ulster County Resource Recovery Agency recycled 600,000 pounds of electronics last year? Electronics are accepted for FREE every Saturday, April through November, from 8am – 2pm at the Main Office in Kingston. Call 336-0600 or visit [UCRRA.ORG](http://UCRRA.ORG)

### **Compost for Sale (15 sec)**

Attention landscapers, farmers, and gardeners! U-C-R-R-A now offers our compost in 1 cubic foot bags! Pre-order online, and pick up bagged compost on Saturdays at our Main Office in Kingston or purchase in bulk, Monday through Saturday. Our locally-produced compost is sold finely-screened and unblended. Compost reduces erosion, is rich with organic matter, and holds onto nutrients like a magnet! Soil Loves compost, so Let's Grow Ulster Green! Learn more at [U-C-R-R-A dot org](http://U-C-R-R-A dot org)

### **Celebrating ICAW (30 sec)**

Support for the Radio Kingston Community Fund is provided by the Ulster County Resource Recovery Agency – U C R R A. During the first full week of May, the Agency celebrates International Compost Awareness Week to raise public awareness about the benefits of making and using compost. There are many free events and classes plus the annual Spring Compost Bin and Rain Barrel sale, which includes bins for home composting, composting tools, and rain barrels. Learn more by clicking [Events and Classes at UCRRA.ORG](#)

### **Promos for June HHW (30 sec)**

Support for the Radio Kingston Community Fund is provided by the Ulster County Resource Recovery Agency – U C R R A. Four times a year – by appointment only – the Agency offers free Household Hazardous Waste events to Ulster County residents for the safe disposal of household cleaning chemicals, paint, old gasoline, fluorescent lightbulbs, and more. Last year, the agency recovered over 90,000 pounds of toxic chemicals. Learn more by clicking [Events and Classes at UCRRA.ORG](#).

<b>PRINT</b>	<ul style="list-style-type: none"> <li>05/01 – 05/31 Digital Ad on Hudson Valley One website</li> <li>05/04 – 05/25 Digital Ad on Daily Freeman website</li> <li>05/01 – 05/31 Digital Ad on Shawangunk Journal and Kingston Wire website</li> <li>05/05 - Print advertisement in Daily Freeman</li> <li>05/14 - Ad in Ulster Publishing's Hot off the Press digital newsletter</li> <li>05/07 - Print Advertisement in Ulster Publishing's "Spring In the Valley" by Hudson Valley One</li> <li>05/08 - Print advertisement in Shawangunk Journal</li> <li>05/28 - Ad in Ulster Publishing's Hot off the Press digital newsletter</li> </ul>
<b>WEBSITE/BLOG</b>	<ul style="list-style-type: none"> <li>UCRRA Household Hazardous Waste Collection Program</li> <li>UCRRA Spring Compost Bin and Rain Barrel Sale <a href="http://www.ucrra.org/events-classes/">www.ucrra.org/events-classes/</a></li> </ul>
<b>OTHER MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>05/01 "ICAW Newsletter sent to 5,244 recipients <a href="https://mailchi.mp/ucrra/think-spring-march-2025-news-6742267">https://mailchi.mp/ucrra/think-spring-march-2025-news-6742267</a></li> <li>+ 13 media kits requested this month for Stony Run, Green Sheen Paint, Last Frost Fest in Esopus and 10 participating libraries for ICAW (Ellenville, Gardiner, Highland, Hurley, Marlboro, Pine Hill, Phoenecia, Milton, Esopus, West Hurley) (37 kits YTD)</li> </ul>

## OUTREACH EVENTS

+178 CALLS / 10.7 HOURS HOTLINE (05/01- 05/31) (1,470 CALLS/46 HRS YTD)		+373 ADULT PARTICIPANTS (599ADULTS YTD)	+140 YOUTH PARTICIPANTS (172 YOUTH YTD)	27.5 HOURS (45 HRS YTD)
<b>PRESENTATIONS</b>	<ul style="list-style-type: none"> <li>05/06 Composting for Kids &amp; Seed Bombs w/ Olive Free Library</li> <li>05/06 Composting for Kids &amp; Seed Bombs w/ Stoneridge Library</li> <li>05/15 Waste-Climate Connection for Lifetime Learning Institute</li> <li>05/28 Eco Friendly Home for the Shandaken Conservation Advisory Committee and Pine Hill Community Center</li> <li>05/29 Composting for Kids at Crosby Elementary School</li> </ul>			
<b>FACILITY TOURS</b>	None this month			
<b>EVENTS</b>	<ul style="list-style-type: none"> <li>05/03 Kingston Farmers Market</li> <li>05/10 City of Kingston Earth Fair</li> <li>05/17 UCRRA Compost Bin &amp; Rain Barrel Sale</li> </ul>			
<b>SITE VISITS, CONSULTATIONS</b>	Stony Run Apartments (ongoing)			



**NEW MEDIA OR  
TEACHING TOOLS**

**NEW UCRRA Compost Book List**

**OTHER  
MISCELLANEOUS**

- 05/05 ICAW Presentation by Greenway at New Paltz Library
- 05/06 ICAW Presentation by Greenway at Stone Ridge Library
- 05/06 ICAW Presentation by Greenway at Plattekill Library
- 05/07 ICAW Presentation by Greenway at Cragmoor Library
- 05/0 ICAW Presentation by Greenway at Rosendale Library
- 05/10 ICAW Presentation by Addie Smock at Kingston Library
- 05/19 – 05/21 NYS Federation Solid Waste Association Annual Conference & Trade Show in Bolton Landing NY

**PHOTOS:**

Recycling Educator Eva Barnett delivers a Composting for Kids Workshop at a local library during International Compost Awareness Week.







(LEFT) Josephine & Shabazz of Greenway Environmental pose at a Zero Waste Sorting Station at the Kingston Earth Fair.  
(RIGHT) MCR Volunteers Nicole O. and Carol M. at the UCRRA “Ask the Experts” Outreach Booth at the Kingston Earth Fair.



(ABOVE) UCRRA Compost Bin & Rain Barrel Sale on May 17<sup>th</sup> 2025.